

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
MICHIGAN	9,295,297	9,938,444	10,084,694	10,316,883
MEDIAN AGE (YRS)		35.5	36.3	37.5
LANSING, MI	432,674	447,728	450,163	454,117
MEDIAN AGE (YRS)		32.8	33.7	35.0
HISPANICS (ANY RACE)		21,201	21,967	23,147
STATE'S PERCENTAGE		4.74%	4.88%	5.10%

POPULATION BY RACE	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE	377,904	377,717	378,025
MSA'S PERCENTAGE	84.40	84.36	84.43
MEDIAN AGE (YRS)	34.7	35.8	37.2
BLACK/AFRICAN-AMERICAN	36,226	37,664	39,256
MSA'S PERCENTAGE	8.09	8.41	8.77
MEDIAN AGE (YRS)	26.1	26.7	27.9
AMERICAN INDIAN/NATIVE	2,263	2,300	2,361
MSA'S PERCENTAGE	0.51	0.51	0.53
MEDIAN AGE (YRS)	28.9	29.0	28.9
ASIAN	11,783	12,465	13,563
MSA'S PERCENTAGE	2.63	2.78	3.03
MEDIAN AGE (YRS)	26.4	27.4	28.9
HAWAII/PACIFIC ISLANDER	202	211	242
MSA'S PERCENTAGE	0.05	0.05	0.05
MEDIAN AGE (YRS)	25.7	26.2	24.9
OTHER	8,478	8,603	8,772
MSA'S PERCENTAGE	1.89	1.92	1.96
MEDIAN AGE (YRS)	25.4	25.7	26.3

POPULATION BY LOCALITY	2003 ESTIMATED	2008 PROJECTED
URBAN	65,431	64,232
SUBURBAN	279,732	281,086
RURAL	105,000	108,799

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$49,116	-----	
PER CAPITA	\$24,543	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$7,209,046,000	\$9,039,909,000	25.40%
FOOD AT HOME TOTAL	\$803,212,800	\$906,017,700	12.80%
FOOD AWAY FROM HOME TOTAL	\$742,002,500	\$917,629,700	23.67%
FOOD AS % OF TOTAL EXPENDITURES	21.43%	20.17%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$149,280,100	\$169,542,600	13.57%
FISH & SEAFOOD PRODUCTS	\$14,386,000	\$16,430,800	14.21%
FRUITS & VEGETABLES	\$83,419,800	\$93,288,000	11.83%
DAIRY PRODUCTS	\$86,975,800	\$97,658,900	12.28%
BAKERY PRODUCTS	\$87,176,100	\$95,506,400	9.56%
CEREALS & PRODUCTS	\$44,688,900	\$51,177,500	14.52%
PREPARED FOODS	\$136,117,300	\$155,269,900	14.07%
JUICES	\$19,945,700	\$22,307,100	11.84%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$50,310,700	\$68,674,000	36.50%
FAST FOOD	\$22,400,900	\$29,411,900	31.30%
FULL SERVICE	\$27,909,900	\$39,262,100	40.67%
LUNCH	\$183,628,000	\$225,528,700	22.82%
FAST FOOD	\$113,433,400	\$135,044,400	19.05%
FULL SERVICE	\$70,194,600	\$90,484,200	28.90%
DINNER	\$266,302,000	\$336,307,200	26.29%
FAST FOOD	\$109,623,800	\$131,024,600	19.52%
FULL SERVICE	\$156,678,300	\$205,282,600	31.02%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
<b>MEATS</b>			
MEATS (ALL TYPES)	\$848	\$931	9.79%
POULTRY	\$218	\$241	10.55%
EGGS	\$36	\$38	5.56%
<b>FISH &amp; SEAFOOD</b>			
FRESH	\$42	\$45	7.14%
FROZEN	\$28	\$33	17.86%
CANNED	\$12	\$12	0.00%
<b>FRUITS / VEGETABLES</b>			
FRESH	\$317	\$346	9.15%
CANNED	\$81	\$90	11.11%
FROZEN	\$57	\$58	1.75%
OTHER	\$19	\$18	-5.26%
<b>DAIRY PRODUCTS</b>			
FRESH MILK & CREAM	\$166	\$177	6.63%
CHEESE	\$135	\$141	4.44%
ICE CREAM	\$77	\$84	9.09%
BUTTER / MARGARINE	\$41	\$49	19.51%
<b>BAKERY PRODUCTS</b>			
BREAD & PRODUCTS	\$383	\$406	6.01%
COOKIES	\$72	\$75	4.17%
CRACKERS	\$40	\$43	7.50%
<b>CEREALS &amp; PRODUCTS</b>			
CEREALS	\$149	\$158	6.04%
PASTA PRODUCTS	\$40	\$47	17.50%
FLOUR & MIXES	\$42	\$49	16.67%
RICE	\$22	\$26	18.18%
<b>PREPARED FOODS</b>			
SNACKS/CHIPS	\$141	\$163	15.60%
JUICES	\$113	\$122	7.96%
FROZEN/PREP. OTHER	\$113	\$130	15.04%
SOUPS	\$64	\$74	15.63%
SAUCES & GRAVIES	\$59	\$59	0.00%
BABY FOOD	\$44	\$48	9.09%
FROZEN MEALS	\$40	\$45	12.50%
NUTS	\$32	\$35	9.38%
SALADS	\$24	\$28	16.67%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch